H2020 Programme

Proposal template 2018-2020

Project proposal (Part B)

SME instrument Phase 2

Version 3.3
7 November 2017

HISTORY OF CHANGES			
Version	**Publication Date**	**Change**	**Page**
1.0	11.12.2013	▪ Initial version	
1.1	27.02.2014	▪ Part A added ▪ Footnote was modified to align it with the Annotated Grant Agreement for the SME instrument-Phase2 (Part B) ▪ Information on Evaluation added - scoring of proposals as they were submitted, rather than on their potential if certain changes to be made (Part B)	1 12 1
1.2	06.05.2014	▪ Addition of the reference to reimbursement rate of 100% (exceptional cases defined in the Work Programme)	
1.3	28.05.2015	▪ Section 4.1 – modification on how to subcontract third parties	14
2.0	28.01.2016	▪ new links added to WP16-17 General Annexes ▪ sentence inserted in instruction page: "The page limit will be applied automatically, therefore you must remove this instruction page before submitting." + page numbers starting at cover page ▪ subtitles "Tables for section 3.n" added in the tables section ▪ explanations on third party parties and subcontracts have been added to section 4.1	2 1 8-12 13
3.0	21.12.2016	Part A: ▪ Data management questions were updated to include the DMP and to reflect the extension of the Open Access to Research Data Pilot as open access becomes the default setting for research data generated in Horizon 2020 ▪ SME-status updated calculation method: the system reads now the closing date of the accounts for the financial year on which the assessment of the SME status was based. The confirmation of the SME status applies for two years. Part B ▪ new instructions added ▪ replacement of "person/month" by "person month" ▪ On 25/7 the revision of the WP is adopted. This includes the extension of the Pilot on Open Access to Research Data ▪ replacement of "malevolent use" by "misuse" ▪ reference to ethics guidance on the Participant portal ▪ link to Model Grant Agreement (article 37)	13 cover all par.2.2 par.5.1 par.5.1 par.5.2
3.1	21.02.2017	▪ Part A: In ethics issues table: Sub-question on 'destruction of Human embryos' added (S1) Questions on 'Dual use' and 'Misuse' redrafted (S8, S10) 'Exclusive focus on civil applications' added (S9) ▪ Part B: additional bullet point under expected impacts: addressing climate change or the environment, or bringing other important benefits to society	9 11 11 par. 2.1.a

3.2	27.10.2017	▪ On 27/10 the revision of the WP is adopted. New template for the pilot on the European Innovation Council.	
3.3	7.11.2017	▪ Small corrections of editorial nature	

Proposal template
(Technical annex)
SME instrument – phase 2
[Adapted for EIC]

Proposals shall be based on a strategic business plan developed through SME instrument phase 1 support or by other means.

Please follow the structure of the template when preparing your proposal. It has been designed to ensure that the important aspects of your innovation and planned work are presented in a way that will enable the experts to make an effective assessment against the award criteria.

If you upload a proposal longer than 30 pages (only sections 1-3, including cover page and executive summary) before the cut-off date, you will receive an automatic warning and will be advised to shorten and re-upload the proposal. After the call cut-off date, excess pages will be automatically made invisible and will not be taken into consideration.

Please, do not consider the page limit as a target! It is in your interest to keep your text as concise as possible, since experts rarely view unnecessarily long proposals in a positive light.

Please respect the following formatting constraints:

- Times New Roman, Arial or similar, at least font size 11, page size A4, margins (2.0 cm side and 1.5 cm top and bottom), at least single line spacing.

Further guidance is available in the Guidelines for Applicants.

I. Cover Page

- **Title of proposal**
- **Acronym of proposal**
- **List of participants**
- Fill in the table (use the same participant number as the one used in the administrative proposal forms)

Participant number	**Organisation name**	**Country**
(Coordinator)		

II. Executive Summary (1-page maximum)

III. Content

1. Excellence

- **Challenge and solution**
  - Describe the identified customer pain point? What is the business need, technological challenge or market opportunity?
  - What is your innovation?
  - What is the market's state-of-the-art? How would your innovation compare with available solutions, practices or products (e.g. performance, costs, ease-of-use, gender dimension[1], climate change or environmental aspects, benefits to society)?
- **Approach**
  - What is unique in your approach, compared to those of other companies?
  - Why now? Explain the historical evolution of your category and define recent trends that make your solution possible.
  - What is the current development stage of your innovation? Refer to Technology Readiness Levels (TRL) or something analogous for non-technological innovations (see General Annex G of the Work Programme).
  - Which milestones led to the current development stage (e.g. proof of concept completed, early field trials under way)? Describe the results obtained on the technological, practical and economic feasibility of the innovation.
  - What are the further stages and activities needed to commercialize your innovation and which of these activities do you intend to perform in this Phase-2 project?

[1] How your innovation takes into account the needs and interests of women and men users and/or customers. For examples of how gendered innovations can improve products and increase market share please refer to http://ec.europa.eu/research/swafs/gendered-innovations/index_en.cfm?pg=home

- What are the expected outcomes of this Phase-2 project and the related success criteria?

2. Impact

- **Entering the market**

  - Who are the targeted users and/or customers and why will they want to buy your product/service (unique selling point)? Are they new or already part of your customer base? What is your relation with them (e.g. market survey, testing/feedback, letters of intent)?
  - What is the market in terms of type (e.g. niche, /high volume, new/mature, growth rate), size (e.g. volume, value, geographical scope) and growth? What is your targeted market share?
  - Who are your main direct and indirect competitors? (Competitors, substitutes and alternatives).
  - Which are the barriers to entry? How do you intend to overcome them?

- **Business model**

  - How does this innovation fit with your company's overall business strategy?
  - Describe your value chain. Identify which of these or other stakeholders should be involved to ensure successful commercial exploitation. Define the nature of your current relation with them.
  - Outline your business model, including the revenue model and your commercialization plan with an approximate time-to-market or deployment.
  - Why is your model scalable? How do you intend to scale-up and reach European and/or global markets?

- **Financing**

  - What is the company's ownership and capital structure?
  - What would be the impact of your innovation on the company financials (profit/loss, turnover and cash flows), jobs and efficiency/productivity improvement in the 3 years following the launch of this Phase-2 project?
  - Indicate the estimated funding requirements and the timeline to reach the commercialization stage of your innovation. How do you intend to finance the 30% co-financing rate? Outline your plans to ensure the subsequent financing of your innovation (next rounds, top-up financing, etc.).

- **Intellectual Property Right (IPR) and legal framework**

  - Describe the legal and regulatory requirements to be fulfilled for the exploitation of your innovation and whether it is incorporated in or compliant with standards relevant to the technology.

- What are your IPR assets? Describe the key knowledge items and who owns them and who else may have rights to use them; patents (applied/granted) or other ways of protection.
- What is your strategy for knowledge management and protection?
- What are your measures to ensure commercial exploitation ('freedom to operate')?

o **Communication and access to research data**

- How will you publicly communicate about your innovation during the period of the grant?[2] Where relevant, mention measures for public/societal engagement on issues related to the project.
- If relevant, how will you manage/exploit/share the research data[3] generated and/or collected during the project? What are the types of data and standards to be generated/collect? How will this data be curated and preserved and what are the costs involved? If data cannot be made available for commercial reason, explain why.
- If relevant, what are the measures to provide open access (free on-line access, such as 'green' or 'gold' model) to peer-reviewed scientific publications to result from the project?[4]

⚠ *Actions under Horizon 2020 participate in the extended 'Pilot on Open Research Data in Horizon 2020 ('open research data by default'), except if they indicate otherwise ('opt-out'.)*[5]*.Once the action has started (**not** at application stage) those beneficaries which do not opt-out, will need to create a more detailed Data Management Plan for making their data findable, accessible, interoperable and reusable (FAIR).*

3. Implementation

o **Team**

- Describe your team and their achievements and experience in relation to the approach you will be taking.
- Describe the roles of the team within your project. What is the role of the company's owner(s)? What are the main strengths and weaknesses of the team?
- If your project is to be implemented by a consortium, describe how the partners complement each other.

o **Work packages, deliverables, milestones, risks**

[2] For more information on communicating EU research and innovation guidance for project participants, please refer to the H2020 Online Manual.
[3] For more information on open research data and data management, please refer to the H2020 Online Manual on the Participant Portal.
[4] Further guidance on open access and self-archiving is available in the H2020 Online Manual.
[5] Opting out of the Open Research Data Pilot is possible, both before and after the grant signature. For further guidance on open research data and data management, please refer to the H2020 Online Manual.

- Describe the overall structure of the work plan.
- Explain the timing of the work packages and their components (include a Gantt chart or similar).
- Present a detailed work description:
    i. List of work packages (table 3.a)
    ii. A description of each work package (table 3.b)
    iii. List of major deliverables (table 3.c)
- Include a list of milestones (table 3.d)
- What might go wrong? Include a table with critical risks identified and mitigating actions (table 3.e). Explain your approach to the proposed mitigation measures.

Work package means a major sub-division of the proposed project.
Deliverable means a distinct output of the project, meaningful in terms of the project's overall objective. It can be a report, a document, a technical diagram, a piece of software etc.
Milestones are control points to help to chart your progress. Milestones may correspond to the completion of a key deliverable. They may also correspond to other inputs, allowing the next phase to begin, to decide on further steps or to take corrective measures.

- **Resources**

- What are the resources, equipment and facilities required for the project and how will you access them? Would you need additional resources for scaling-up your business? Please provide the following:
    i. a table showing number of person months required (table 3.f)
    ii. a table showing 'other direct costs' (table 3.g) for participants where those costs exceed 15% of personnel costs (according to the budget table in section 3 of the proposal administrative forms)

Table 3.a: List of work packages

Work package No	Work Package Title	Lead Participant No	Lead Participant Short Name	Person Months	Start Month	End month
				Total months		

Table 3.b: Work package description

For each work package:

Work package number		**Lead beneficiary**				
Work package title						
Participant number						
Short name of participant						
Person months per participant						
Start month			**End month**			

Objectives

Description of work (where appropriate, broken down into tasks), lead partner and role of participants

Deliverables (brief description and month of delivery)

Give full details. Base your account on the logical structure of the project and the stages in which it is to be carried out. Include details of the resources to be allocated to each work package. The number of work packages should be proportionate to the scale and complexity of the project.

You should give enough detail in each work package to justify the proposed resources and also quantified information so that progress can be monitored, including by the Commission.

Resources assigned to work packages should be in line with their objectives and deliverables. You are advised to include a distinct work package on ‘management’ and a distinct work package on 'commercialisation (dissemination and exploitation)' and communication activities.

If your project is taking part in the Pilot on Open Research Data, you must include a 'data management plan' as a distinct deliverable within the first 6 months of the project. A template for such a plan is given in the guidelines on data management in the H2020 Online Manual. This deliverable will evolve during the lifetime of the project in order to present the status of the project's reflections on data management.

Table 3.c: List of Deliverables[6]

Deliverable (number)	Deliverable name	Work package number	Short name of lead participant	Type	Dissemination level	Delivery date (in months)

Number the deliverables in order of the delivery dates. Please use the numbering convention <WP number>.<number of deliverable within that WP>. For example, deliverable 4.2 would be the second deliverable from work package 4.

Type: use one of the following codes:

R: Document, report (excluding project periodic or final report)
DEM: Demonstrator, pilot, prototype, plan designs
DEC: Websites, patents filing, press & media actions, videos, etc.
OTHER: Software, technical diagram, etc.

Dissemination level: use one of the following codes:

PU: Public, fully open, e.g. web
CO: Confidential, restricted under conditions set out in Model Grant Agreement
CI: Classified, information as referred to in Commission Decision 2001/844/EC.

Delivery date: measured in months from the project start date (month 1)

Table 3.d: List of milestones

[6] If your action is taking part in the Pilot on Open Research Data, you must include a data management plan as a distinct deliverable within the first 6 months of the project. This deliverable will evolve during the lifetime of the project in order to present the status of the project's reflection on data management. A template for such a plan is available in the H2020 Online Manual on the Participant Portal.

Milestone number	Milestone name	Related work package(s)	Due date (in month)	Means of verification

Due date: measured in months from the project start date (month 1)

Means of verification: show how you will confirm that the milestone has been attained. Refer to indicators if appropriate. For example: a first product that is 'up and running'; software released and validated by a user group; certificate attained. .

Table 3.e: Critical risks for implementation

Description of risk (indicate level: Low/Medium/High)	Work package(s) involved	Proposed risk-mitigation measures

Critical risk: a critical risk is a plausible event or issue that could have a high adverse impact on the ability of the project to achieve its objectives.
Level of likelihood to occur: Low/medium/high**.** The likelihood is the estimated probability that the risk will materialise even after taking account of the mitigating measures put in place.

Table 3.f: Summary of staff effort

Number of person months over the whole duration of the planned work, for each work package, for each participant. Identify the work-package leader for each WP by showing the relevant person month figure in bold.

	WPn	WPn+1	WPn+2	Total Person/ Months per Participant
Participant Number/Short Name				
Participant Number/Short Name				
Participant Number/Short Name				

Total Person/Months				

Table 3.g: ‘Other direct cost’ items (travel, equipment, infrastructure, goods and services)

Please complete the table below for each participant if the sum of the costs for’ travel’, ‘equipment’, and ‘goods and services’ **exceeds 15% of the personnel costs for that participant** (according to the budget table in section 3 of the proposal administrative forms).

Participant Number/Short Name	**Cost (€)**	**Justification**
Travel		
Equipment		
Other goods and services		
Total		

4. Company (or, if applicable: members of the consortium)

⚠ *This section is not covered by the page limit.*

⚠ *The information provided here will be used to judge the operational capacity*[1] *and the best value for money of subcontracts. Please make sure that you do not include information here that relates to the headings under sections 1 to 3. Experts will be instructed to ignore any information here which appears to have been included to circumvent page limits applying to those sections.*

4.1. Participants (applicants)

Please provide for each participant, the following:

- a description of the legal entity and its main tasks, with an explanation of how its profile matches the tasks in the proposal;
- a curriculum vitae or description of the profile of the persons, including their gender, who will be primarily responsible for carrying out the proposed activities;
- a brief description of relevant products, services (including widely used datasets or software) or other achievements (which may also include previous projects or activities connected to the subject of the proposal);
- a description of significant infrastructure and/or any major items of technical equipment relevant to the proposed work;

4.2. Third parties involved in the project (including subcontracting and use of third party resources)

Please complete, for your company, or for consortia, each participant, the following table (or simply state "No third parties involved", if applicable):

Do you plan to subcontract any tasks? *If yes, describe and justify the tasks to be subcontracted and please* ***fill in also the table 4***.	Y/N
Will any of your linked third parties work in the action tasks? *If yes, describe the third party, the link of the participant to the third party, and describe and justify the foreseen tasks to be performed by the third party.*	Y/N
Will you use contributions in kind provided by third parties? *If yes, describe the third party's contributions.*	Y/N

[1] For the definition of operational capacity as selection criterion for the SME instrument, please, refer to corresponding section of the [EIC work programme](#).

Assessment of the best value for money
Experts assess the 'best value for money' of subcontracts during the evaluation of the proposal.
For this, subcontracts have to be described in sufficient detail.

- **If you know the subcontractor**, include the key information on the subcontract in the proposal (name of subcontractor, price and task), together with the action task(s) that will be subcontracted and an explanation on how the subcontractor and the price are appropriate. This option is to be used when you have already selected a subcontractor for a task; normally, after following a competitive procedure.
- **If you do not know the subcontractor,** your proposal should set out the task(s) to be subcontracted, the estimated budget and the procedure you will follow to ensure the best value for money. Normally, this option is to be used when you have not selected yet a subcontractor for a task.

Subcontracts (Article 13 of the Grant Agreement) concern the implementation of action tasks; they imply the implementation of specific tasks which are part of the action and are described in Annex 1.[2]
Linked third party (Article 14 of the Grant Agreement) is an affiliated entity or has a legal link to a participant implying a collaboration not limited to the action.[2]
Contributions in kind provided by third parties (Article 11 and 12 of the Grant Agreement): Third parties contributing in kind make available some of their resources to a beneficiary without this being their economic activity (i.e. seconding personnel, contributing equipment, infrastructure or other assets, or other goods and services).[2]

[2] Find further information in the Annotated Grant Agreement

If you said yes to the subcontracting of tasks, describe in the table below each of the tasks to be subcontracted.

Table 4

Number	**Work Package Number**	**Task to be subcontracted***	**Justification of the 'best value for money'**** **If you know the subcontractor:** explanation why the subcontractor and the price are appropriate. **If you don't know the subcontractor:** procedure you will follow to ensure best value for money	**Name of subcontractor if known**	**Amount*** (EUR)**

* Note that the task to be subcontracted has to be described in section "description of work" of table 3.a "Work Package description"
** Justify per subcontract (i.e subcontracted task or subcontractor). Bear in mind that assurance can only be given on subcontracts that are described in sufficient detail in the proposal.
***Total amount has to match the total amount indicated in Column C (Direct costs of sub-contracting/€), Part A (Proposal submission form), Section 3 (Budget for the proposal)

5. Ethics and security

⚠ *This section is not covered by the page limit.*

5.1 Ethics

⚠ *For more guidance, see the [document "How to complete your ethics self-assessment"](#).*

If you have entered any ethics issues in the ethical issue table in the administrative proposal forms, you must:

- submit an ethics self-assessment, which:
    - describes how the proposal meets the national legal and ethical requirements of the country or countries where the tasks raising ethical issues are to be carried out;
    - explains in detail how you intend to address the issues in the ethical issues table, in particular as regards:
        - research objectives (e.g. study of vulnerable populations, dual use, etc.)
        - research methodology (e.g. clinical trials, involvement of children and related consent procedures, protection of any data collected, etc.)
        - the potential impact of the research (e.g. dual use issues, environmental damage, stigmatisation of particular social groups, political or financial retaliation, benefit-sharing, misuse, etc.).
- provide the documents that you need under national law(if you already have them), e.g.:
    - an ethics committee opinion;
    - the document notifying activities raising ethical issues or authorising such activities

⚠ *If these documents are not in English, you must also submit an English summary of them (containing, if available, the conclusions of the committee or authority concerned).*

⚠ *If you plan to request these documents specifically for the project you are proposing, your request must contain an explicit reference to the project title.*

5.2 Security[3]

Please indicate if your action will involve:

• Activities or results raising security issues: (YES/NO)

• 'EU-classified information' as background or results: (YES/NO)

[3]See Article 37 of Model Grant Agreement. For more information on the classification of Information, please refer to the Horizon 2020 guidance: https://ec.europa.eu/research/participants/data/ref/h2020/other/hi/secur/h2020-hi-guide-classif_en.pdf